

# Marketing to your Local Retailer



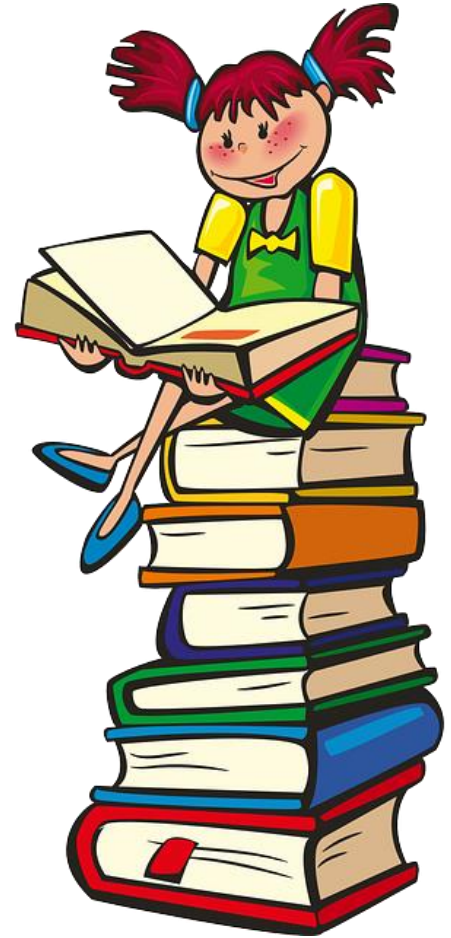
A dark stage with two bright spotlights shining from above, creating a blueish-white glow on the floor. A microphone stand is positioned in the center. The text "Setting the Stage" is overlaid in white.

# Setting the Stage

# Do your Research

What sets your product apart?

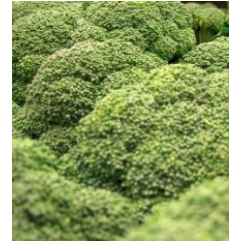
- Type of product
- Ingredients
- Pricing
- Packaging/branding
- Your company



# Is your product unique to the marketplace?



# Ingredients



- Fresh
- Organic
- Fair Trade
- Non-GMO
- Locally Sourced
- Less Processed
- Special Diets

(Vegan, Raw, Paleo, Gluten Free)



# Pricing

What will the market bear?

- Consumers are generally willing to pay up to about 10% more for local foods.
- The “fresher” the product, the higher the premium people are willing to pay.

*Source: AT Kearney, Ripe for Grocers: The Local Food Movement. May 2014*

# ● Wholesale vs Retail Pricing

- Understand the difference between margin and markup. Retailers generally use margin to determine pricing.
- Margin varies by product, do your research to get an idea of what a standard margin for your product might be.



VS



# Packaging



# Your Company

Increasingly, consumers want to know not just about the product, but about the reputation of the company who makes it.



# Business Essentials

(aka the boring part)

- Good Communication
- Appropriate Licensing
- Net Terms
- Minimum Orders
- Credit Policy
- UPCs that work
- Taking Orders and Delivering
- Professional Invoices & Price Sheets



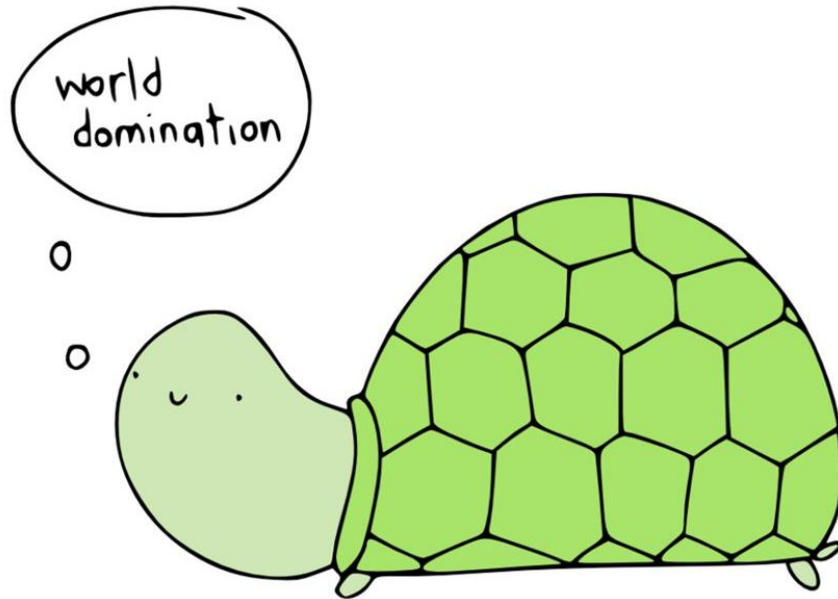
# Marketing Support



- Product Samples & Free Fill
- Promotional Pricing
- In-Store Demos
- Website/Social Media
- Printed Material
- Cross Promotion with other Businesses
- Expos and Community Events

# Plotting your Future

Define what success looks like to you



# Approaching the Retailer



# Do

- Remember, timing is everything
- Make sure the retailer is a good fit for your product
- Take the time to find the right contact
- Try multiple approaches
- Be open to feedback
- Offer samples
- Be patient
- Be persistent
- Take no for an answer





# Don't

- Make cold calls
- Go around the person in authority
- Be pushy or rude
- Be long-winded
- Expect an answer overnight
- Make promises you can't keep
- Burn bridges

# Once your product is on the shelves:

- Follow through on your commitments
- Be an excellent communicator
- Be punctual and polite to buyers and receiving staff
- Be open to feedback



# THANK YOU!

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